Contract Agreement Between:

CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

Contract / Revision	Alt Order #
480362 /	06180278

Product
NRCC IE 2012

Contract Dates	Estimate #
09/14/12 - 09/20/12	2599

Advertiser	Original Date / Revision
NRCC	06/14/12 / 08/10/12

And:

National Media Research Planning & Placement
815 Slaters Lane
Alexandria, VA 22314

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
KVVU	Teresa Difuria	TELEREP-PHIL

Special Handling

Demographic
Adults 35+

IDB#	Advertiser Code	Product Code
	155	426

Agency Ref	Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KVVU	09/14/12	09/14/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	2	$2,400.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/10/12	09/16/12	----2--	2	$1,200.00							
N 2	KVVU	09/14/12	09/14/12	Fox 5 News at 5	5-530p		:30			NM	1	$375.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/10/12	09/16/12	----1--	1	$375.00							
N 3	KVVU	09/14/12	09/14/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	1	$285.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/10/12	09/16/12	----1--	1	$285.00							
N 4	KVVU	09/14/12	09/14/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	1	$385.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/10/12	09/16/12	----1--	1	$385.00							
N 5	KVVU	09/14/12	09/14/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	1	$550.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/10/12	09/16/12	----1--	1	$550.00							
N 6	KVVU	09/14/12	09/14/12	Extra	M-F 7-730p		:30			NM	1	$385.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/10/12	09/16/12	----1--	1	$385.00							
N 7	KVVU	09/14/12	09/14/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	1	$475.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/10/12	09/16/12	----1--	1	$475.00							
N 8	KVVU	09/14/12	09/14/12	TMZ	730-8p		:30			NM	1	$525.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/10/12	09/16/12	----1--	1	$525.00							
N 9	KVVU	09/14/12	09/14/12	House	Fri 8p-9p		:30			NM	1	$1,850.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/10/12	09/16/12	----1--	1	$1,850.00							

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type
1	*KVVU*	*09/10/12-09/16/12*	*House*	*Fri 8p-9p*	------F----	*:30*	*~~$1,850.00~~*	*NM*
See MG 9.2								
2	KVVU	09/10/12-09/16/12	Touch	Fri 8p-9p	------F----	:30	$1,850.00	NM
Ⓜ	MG for 9.1 09/14							

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Advertiser	Original Date / Revision
NRCC	06/14/12 / 08/10/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 10	KVVU	09/14/12	09/14/12	More M-F 9-10a	M-F 9a-10a		:30			NM	1	$170.00
Week:		09/10/12	09/16/12	----1--				1	$170.00			
N 11	KVVU	09/14/12	09/14/12	Bones	Fri 9p-10p		:30			NM	1	$1,750.00
Week:		09/10/12	09/16/12	----1--				1	$1,750.00			
N 12	KVVU	09/17/12	09/17/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	2	$2,400.00
Week:		09/17/12	09/23/12	2------				2	$1,200.00			
N 13	KVVU	09/17/12	09/17/12	Fox 5 News at 5	5-530p		:30			NM	1	$375.00
Week:		09/17/12	09/23/12	1------				1	$375.00			
N 14	KVVU	09/17/12	09/17/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	1	$385.00
Week:		09/17/12	09/23/12	1------				1	$385.00			
N 15	KVVU	09/17/12	09/17/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	1	$550.00
Week:		09/17/12	09/23/12	1------				1	$550.00			
N 16	KVVU	09/17/12	09/17/12	Extra	M-F 7-730p		:30			NM	1	$385.00
Week:		09/17/12	09/23/12	1------				1	$385.00			
N 17	KVVU	09/17/12	09/17/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	1	$475.00
Week:		09/17/12	09/23/12	1------				1	$475.00			
N 18	KVVU	09/17/12	09/17/12	TMZ	730-8p		:30			NM	1	$525.00
Week:		09/17/12	09/23/12	1------				1	$525.00			
N 19	KVVU	09/17/12	09/17/12	More M-F 9-10a	M-F 9a-10a		:30			NM	1	$170.00
Week:		09/17/12	09/23/12	1------				1	$170.00			
N 20	KVVU	09/17/12	09/17/12	MasterChef	Mon 9p-10p		:30			NM	1	$3,250.00
Week:		09/17/12	09/23/12	1------				1	$3,250.00			
N 21	KVVU	09/15/12	09/15/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	2	$1,250.00
Week:		09/10/12	09/16/12	-----2-				2	$625.00			
N 22	KVVU	09/15/12	09/15/12	NCAA Football Late Game	NCAA Football Lat		:30			NM	1	$850.00
Week:		09/10/12	09/16/12	-----1-				1	$850.00			
N 23	KVVU	09/16/12	09/16/12	NFL Late Game	NFL Late Game		:30			NM	1	$4,750.00
Week:		09/10/12	09/16/12	------1				1	$4,750.00			

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type
1	*KVVU*	*09/10/12-09/16/12*	*NFL Late Game*	*NFL Late Game*	---------Su	*:30*	*~~$4,750.00~~*	*NM*
See MG 23.2								
2	KVVU	09/16/12-09/16/12	NFL Early Game	NFL Early Game	---------Su	:30	$4,750.00	NM
Ⓜ	MG for 23.1 09/16							

N 24	KVVU	09/16/12	09/16/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	2	$1,850.00
Week:		09/10/12	09/16/12	------2				2	$925.00			

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Advertiser	Original Date / Revision
NRCC	06/14/12 / 08/10/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 25	KVVU	09/16/12	09/16/12	Sports Plus Su 1045p	1045p-11p		:30			NM	1	$625.00
Week:		09/10/12	09/16/12	------1	1	$625.00						
N 26	KVVU	09/16/12	09/16/12	NFL Early Game	NFL Early Game		:30			NM	1	$4,500.00
Week:		09/10/12	09/16/12	------1	1	$4,500.00						
N 27	KVVU	09/16/12	09/16/12	Fox News Sunday 8-9a	8-9a		:30			NM	1	$195.00
Week:		09/10/12	09/16/12	------1	1	$195.00						
N 28	KVVU	09/20/12	09/20/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	2	$2,400.00
Week:		09/17/12	09/23/12	---2---	2	$1,200.00						
N 29	KVVU	09/20/12	09/20/12	Fox 5 News at 5	5-530p		:30			NM	1	$375.00
Week:		09/17/12	09/23/12	---1---	1	$375.00						
N 30	KVVU	09/20/12	09/20/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	1	$285.00
Week:		09/17/12	09/23/12	---1---	1	$285.00						
N 31	KVVU	09/20/12	09/20/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	1	$385.00
Week:		09/17/12	09/23/12	---1---	1	$385.00						
N 32	KVVU	09/20/12	09/20/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	1	$550.00
Week:		09/17/12	09/23/12	---1---	1	$550.00						
N 33	KVVU	09/20/12	09/20/12	MORE Access	6-7pm		:30			NM	1	$300.00
Week:		09/17/12	09/23/12	---1---	1	$300.00						
N 34	KVVU	09/20/12	09/20/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	1	$475.00
Week:		09/17/12	09/23/12	---1---	1	$475.00						
N 35	KVVU	09/20/12	09/20/12	TMZ	730-8p		:30			NM	1	$525.00
Week:		09/17/12	09/23/12	---1---	1	$525.00						
N 36	KVVU	09/20/12	09/20/12	SYTYCD	Thu 8p-9p		:30			NM	1	$3,800.00
Week:		09/17/12	09/23/12	---1---	1	$3,800.00						
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
1	*KVVU*	*09/17/12-09/23/12*		*SYTYCD*	*Thu 8p-9p*	----Th-----	*:30*		*~~$3,800.00~~*	*NM*		
See MG 36.2												
2	KVVU	09/20/12-09/20/12		The X Factor	The X Factor	----Th-----	:30		$3,800.00	NM		
Ⓜ	MG for 36.1 09/20											
N 37	KVVU	09/18/12	09/18/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	2	$2,400.00
Week:		09/17/12	09/23/12	-2-----	2	$1,200.00						
N 38	KVVU	09/18/12	09/18/12	Fox 5 News at 5	5-530p		:30			NM	1	$375.00
Week:		09/17/12	09/23/12	-1-----	1	$375.00						
N 39	KVVU	09/18/12	09/18/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	1	$285.00

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NRCC	06/14/12 / 08/10/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/17/12	09/23/12	-1-----	1	$285.00							
N 40	KVVU	09/18/12	09/18/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	1	$385.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/17/12	09/23/12	-1-----	1	$385.00							
N 41	KVVU	09/18/12	09/18/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	1	$550.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/17/12	09/23/12	-1-----	1	$550.00							
N 42	KVVU	09/18/12	09/18/12	MORE Access	6-7pm		:30			NM	1	$300.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/17/12	09/23/12	-1-----	1	$300.00							
N 43	KVVU	09/18/12	09/18/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	1	$475.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/17/12	09/23/12	-1-----	1	$475.00							
N 44	KVVU	09/18/12	09/18/12	TMZ	730-8p		:30			NM	1	$525.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/17/12	09/23/12	-1-----	1	$525.00							
N 45	KVVU	09/18/12	09/18/12	Masterchef	Tue 8p-9p		:30			NM	0	$0.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/17/12	09/23/12	-1-----	1	$2,900.00							
	Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length		Rate	Type		
	1	*KVVU*	*09/17/12-09/23/12*	*Masterchef*	*Tue 8p-9p*	-Tu--------	*:30*		*~~$2,900.00~~*	*NM*		
	See MG 46.2											
N 46	KVVU	09/18/12	09/18/12	Masterchef	Tue 9p-10p		:30			NM	1	$4,425.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/17/12	09/23/12	-1-----	1	$1,525.00							
	Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length		Rate	Type		
	1	*KVVU*	*09/17/12-09/23/12*	*Masterchef*	*Tue 9p-10p*	-Tu--------	*:30*		*~~$1,525.00~~*	*NM*		
	See MG 46.2											
	2	KVVU	09/18/12-09/18/12	So You Think You Can Danc	Tu 8-10p	-Tu--------	:30		$4,425.00	NM		
	Ⓡ MG for 45.1,46.1											
N 47	KVVU	09/19/12	09/19/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	2	$2,400.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/17/12	09/23/12	--2----	2	$1,200.00							
N 48	KVVU	09/19/12	09/19/12	Fox 5 News at 5	5-530p		:30			NM	1	$375.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/17/12	09/23/12	--1----	1	$375.00							
N 49	KVVU	09/19/12	09/19/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	1	$385.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/17/12	09/23/12	--1----	1	$385.00							
N 50	KVVU	09/19/12	09/19/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	1	$550.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/17/12	09/23/12	--1----	1	$550.00							
N 51	KVVU	09/19/12	09/19/12	Extra	M-F 7-730p		:30			NM	1	$385.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/17/12	09/23/12	--1----	1	$385.00							
N 52	KVVU	09/19/12	09/19/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	1	$475.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/17/12	09/23/12	--1----	1	$475.00							
N 53	KVVU	09/19/12	09/19/12	TMZ	730-8p		:30			NM	1	$525.00

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		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		09/17/12	09/23/12	--1----	1				$525.00			
N	54	KVVU 09/19/12	09/19/12	More M-F 9-10a	M-F 9a-10a		:30			NM	1	$170.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		09/17/12	09/23/12	--1----	1				$170.00			
								Totals			60	$55,765.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/20/12	60	$55,765.00	$47,400.25
Totals	60	$55,765.00	$47,400.25

Signature: _____ **Date:** _____

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REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
REP HEADLINE# 6180278 TRF# 480362 ORDER WORKSHEET HARRIS REPORT FROM REP AUG13/12 13.0
$$$ MOD# 1: UNAPPROVED REV #1 $$$ **CHANGES** *** KVVU-TV ***

ADV #_____ ADV. NAME ISS/NRCC-IE REP.#_____ OFF.# 762 SALESMAN #_____

AGY #_____ AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC BUYER NAME BEN ANGLE

815 SLATERS LANE SALES PRSN PH- TERESA DIFURIA

ALEXANDRIA, VA 22314

ORDER #_____ CONTRACT # 6180278 CLASS: NATL. LOCAL REGIONAL

PRDCT NRCC IE 2012 EST#2599 COMMENTS: (LINE, ORDER, INVOICE) _____

FLIGHT DATES SEP14/12 SEP20/12 WK-1

CITY TAX_____ STATE TAX_____ CO-OP BILLING NEEDED_____ DATE AUG13/12 13.01

REP: TO ROSE
FR NIKKI
OK'D M5 SEE LINE 59
TOTAL SAME
PLS CNF THANKS

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP LINE#	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
			AGENCY ADVERTISER CODE = 155			AGENCY EST# = 2599						
			AGENCY PRODUCT CODE = 426									
9		S	800P-900P	30		$1,850.00	9/14	9/14	0		FRI	0
	PROGRAM : HOUSE											
	RA35-64 : 4.4											
	CON COM1: HOUSE											
59		A	800P-900P	30		$1,850.00	9/14	9/14	1		FRI	1
	PROGRAM : TOUCH											
	RA35-64 : 4.4											
	ORD COM1: PRG CHG. PRE-BOOKED PLS APPROVE.											
	THIS IS A MAKE-GOOD FOR SEP14 ON LINE-9 FOR 1 SPOT/WK											

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REP HEADLINE# 6180278 TRF# 480362 ORDER WORKSHEET HARRIS REPORT FROM REP AUG13/12 13.0
$$$ MOD# 1: UNAPPROVED REV #1 $$$ **CHANGES** *** KVVU-TV ***

:LINE#:	REP :LINE#:	CD:	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS: /WK:	WEEK INVT	DAYS	TOTL: SPTS:

STATION MAKEGOOD OFFERS:

M5	OK'D	BUY#9	MISSED:	FRI/800P-900P	SEP14	30S	$1,850.00	(AUG10/12)	
			OFFER:	FRI/800P-900P	SEP14	30S	$1,850.00	PLS ADVISE.	
			CMT:	PRG CHG. PRE-BOOKED PLS APPROVE.					

SEP/12 55765.00

CONTRACT TOTAL 55765.00
TOTAL SPOTS 60

MARKET TOTALS $253,477 KVVU 22% KSNV 37% KLAS 22% KTNV 15% KVMY 3% KVCW 1% CABL 0% KTUD 0%

SVC- NSI
DEMOS- RA35-64*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE